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CITY ENDORSES NEW “GET FIT FRISCO” PROGRAM

(February 6, 2006) One of the fastest growing cities in the country wants to be one of the “fittest” cities in the nation! Frisco city leaders are endorsing a new program that promotes health while fundraising for student scholarships.

Mayor Mike Simpson and fellow city council members are challenging citizens to participate in “Get Fit Frisco.”

The ten week program encourages members to develop healthier eating habits and increase physical activity while raising money for the Frisco Education Foundation.

“Not only does Get Fit Frisco help students achieve their goal of going to college, it emphasizes the importance of making exercise and fitness a personal goal for families,” said Mayor Mike Simpson. “Because more than sixty percent of Texans are (reportedly) overweight, we have an obligation in our community to promote programs like this which encourage healthier living”

By enrolling in the program, participants can earn points for physical activities; log their progress online and become eligible for raffle prizes. The enrollment fee for adults is \$15. Children are free – though a \$5 donation, per child, is welcome.

“We like to brag about our wonderful, growing community – but we don’t want to see our citizens’ waistlines grow,” said Bob Allen, City Council Member who also serves as the President of the Frisco Education Foundation. “I love to see the community take actions to support our kids, but even more I love anything that will promote family involvement and better health.”

The Frisco City Council is making plans to form its own “Get Fit Frisco” team. In the future, city staff plans to encourage patrons of the new Recreation & Aquatics Center, now under construction, to participate in the fitness challenge.

“Get Fit Frisco” will hold a kick-off celebration this Saturday, February 11 at Frisco Commons, 8000 McKinney Road, from 8 a.m. until noon. The “Get Fit Frisco” opening ceremony will be held in conjunction with the City of Frisco’s 2nd Annual Trick-A-Trout Kid Fish, sponsored by Parks & Recreation.

For more information on “Get Fit Frisco” or to enroll online, check out www.GetFitFrisco.com

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